

## A SUCCESS STORY:

# SurveyMonkey and LinguistNow® for Salesforce



## Background

SurveyMonkey, the world's leading provider of web-based survey solutions, was in the early stages of taking their product global in 2010. After ten years of success in the U.S., they decided that their mission of helping folks make better-informed decisions had world-wide appeal.

*"The biggest benefit is definitely time management. It's fast and easy. We don't have to worry about it, which is great when there's other things to worry about."*

COLBY PARROTT  
SurveyMonkey

## Challenge

Part of the challenge of going global is online support. For many companies, the first line of defense is the online knowledge base. It can also be the company's largest translation project.

SurveyMonkey first reached out to an independent translator to do a test run for Spanish. They quickly learned that manually exporting, translating and importing their article content was both time and cost prohibitive for just a single language. It was a foregone conclusion that this manual process would not work for all of the 11 languages that had to be supported by the end of the year.

Machine translation was not an option because SurveyMonkey wanted to put high-quality, accurate translations in front of their users.

*"It's helped us keep our team small and manageable, because it's easy to use and easy to implement. Today, only two people are needed to handle all of our languages."*

"COLBY PARROTT  
SurveyMonkey

## Results

SurveyMonkey contacted Language I/O, a company that provides LinguistNow® Help. Because LinguistNow® integrates directly into Salesforce Knowledge, it allowed SurveyMonkey to eliminate the manual labor of exporting and importing content.

### Initial Knowledge Base Translation

LinguistNow® automated the export of hundreds of SurveyMonkey articles for translation. Once the content was translated into 11 languages, it was automatically pushed back into Salesforce, reviewed and subsequently made public. It also automated the process of rewriting links embedded in the articles so that a Spanish article linked to other Spanish articles and images.

### Ongoing Translation

Today SurveyMonkey changes 5-15 articles per week and those changes need to ripple across the 13 languages they now support. With LinguistNow® Help, once they make edits in English, they are able to simply check a few boxes and hit the 'submit for translation' button. The rest of the process is handled for them.

SurveyMonkey's decision to use LinguistNow® allowed them to keep their knowledge base team small, thereby controlling labor cost, while simultaneously reducing time-to-market globally and providing higher quality translations.



Language I/O is the provider of the LinguistNow® Product Suite, which enables customer support agents to communicate like natives in any language.

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